

# CONTRACT



**KDVR**  
**100 E. Speer Blvd**  
**Denver, CO 80203**  
**(303)595-3131**

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

<u>Contract / Revision</u> 571885 /		<u>Alt Order #</u>
<u>Product</u> Perlmutter for Congress 2012		
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Estimate #</u>	
<u>Advertiser</u> Perlmutter/D/Congress		<u>Original Date / Revision</u> 10/09/12 / 10/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Local KDVR House	<u>Sales Office</u> Denver Office- K
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	31	10/31/12	11/06/12	M-F 5-530a Good Day Colo	5a-530a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W-F--				2	\$150.00			
		Week: 11/05/12	11/11/12	-T-----				1	\$150.00			
E 2	31	11/01/12	11/06/12	M-F 530-6a Good Day Colo	530-6a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---T---				1	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$300.00			
E 3	31	10/29/12	11/06/12	Good Day Colorado	6a-7a		:30			NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTW-F--				4	\$325.00			
		Week: 11/05/12	11/11/12	-T-----				1	\$325.00			
E 4	31	10/29/12	11/05/12	Good Day Colorado	7a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$300.00			
		Week: 11/05/12	11/11/12	M-----				1	\$300.00			
5	31	11/01/12	11/01/12	We the People w/ Gloria Allre	1230p-1p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---T---				1	\$150.00			
6	31	10/30/12	10/30/12	Divorce Court M-F 2p-230p	2p-230p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$125.00			
7	31	10/31/12	10/31/12	Judge Alex M-F 230p-3p	230p-3p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$125.00			
E 8	31	10/29/12	10/29/12	Judge Judy	3p-330p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$250.00			
9	31	10/30/12	11/05/12	Ricki Lake	4p-5p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-TF--				3	\$250.00			
		Week: 11/05/12	11/11/12	M-----				1	\$250.00			
E 10	31	10/31/12	11/05/12	M-F 5p-530p Fox 31 News	5p-530p		:30			NM	2	\$900.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Perlmutter/D/Congress		<u>Original Date / Revision</u> 10/09/12 / 10/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$450.00			
		Week: 11/05/12	11/11/12	M-----				1	\$450.00			
E 11	31	10/29/12	11/01/12	M-F 530p-6p Fox 31 News	530p-6p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M--T---				2	\$450.00			
	12	31	11/04/12	11/04/12	News Sunday 5p-530p	5p-530p	:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$450.00			
E 13	31	10/29/12	11/05/12	M-F LN 9p-930p News	9p-930p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M---F--				2	\$1,500.00			
		Week: 11/05/12	11/11/12	M-----				1	\$1,500.00			
	14	31	10/30/12	11/05/12	M-F LN 930p-10p	930p-10p	:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$1,100.00			
		Week: 11/05/12	11/11/12	M-----				1	\$1,100.00			
	15	31	11/03/12	11/03/12	Sa LN 9p-930p	9p-930p	:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$500.00			
	16	31	11/03/12	11/03/12	Sa LN 930p-10p	930p-10p	:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$400.00			
	17	31	11/04/12	11/04/12	Su LN 9p-930p	9p-930p	:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$1,000.00			
	18	31	11/04/12	11/04/12	Su LN 930p-10p	930p-10p	:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$800.00			
Totals											35	\$16,875.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	35	\$16,875.00	\$14,343.75
<b>Totals</b>	<b>35</b>	<b>\$16,875.00</b>	<b>\$14,343.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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